

April 24, 2008

Federal Communications Commission
Washington, DC 20554

In the Matter of Broadcast Localism MB Docket No. 04-233

These comments are being filed by Legend Communications of Wyoming, LLC ("Legend"), a licensee of thirteen radio stations and two Construction Permits serving a number of small communities in the state of Wyoming. Our radio stations include:

DBA The Big Horn Radio Network:

KZMQ-AM/FM --Greybull, WY
KTAG-FM --Cody
KODI-AM --Cody
KCGL-FM -- Powell
KWOR-AM -- Worland
KKLX-FM -- Worland
CP in Ten Sleep

DBA Basin Radio Network:

KGWY-FM--Gillette
KIML-AM--Gillette
KAML-FM--Gillette
CP in Wright

DBA Big Horn Mountain Radio Network:

KLGT-FM --Buffalo
KZZS-FM --Story
KBBS-AM -- Buffalo

Legend first began operations in Wyoming in 1998 and we believe we excel in our commitment to our local communities. Over-the-air broadcasting is facing unprecedented challenges at this time, and while the Commission's desire to promote "good" programming and to make broadcasters accountable to their local communities is well-intentioned, many of the proposals advanced in the *Localism NPRM* will serve to place undue burdens on broadcasters in an era when it is critical that we be free to compete with a host of unregulated content providers. The proposals will also impose significant new costs and, in our opinion, be disproportionately burdensome for broadcasters in smaller markets such as our company Legend.

We feel strongly that we serve our local communities every day already. In our markets, radio is relied upon as a source of news and information, as well as entertainment. In order to make ourselves viable we strive to keep our community advised as to current affairs, covering local stories of interest, carrying local and high school sports, and providing music and entertainment that our listeners desire.

Since 1998, Legend has purchased our thirteen existing stations from six different owners. IN EVERY CASE, we have significantly increased the news and locally produced programming well above the levels of what was provided by the former owners. We added News Directors and Sports Directors where there were none. We added live morning shows including "Speak Your Piece" which is an interactive program airing daily in Cody, Wyoming that relies on listener call-in, local speakers from the community and a general give and take of ideas on issues important to the community. Our stations in Gillette have a similar morning show. In two of our markets, we purchased stations that had no news at all under the previous owners, and were "jukeboxes" riding the satellite. These stations now have a live and local presence and we are proud to say that they are a very vibrant part of the community.

Our Legend managers are considered to be leaders in the communities. Several serve on the local Chambers of Commerce and others serve on community boards and charitable groups. Our station personnel volunteer many, many hours of both station and personal time to work in the community to raise awareness of needs and issues. In Gillette, we stepped in during a terrible tornado in nearby Wright, both during the storm and after to raise funds for relief. Our stations are the resource for news and information for our communities and we take that responsibility seriously. We also think we do a great job of providing music and entertainment.

As broadcasters face challenges and competition from ever changing content distribution platforms, providing locally relevant programming is our best method to not only survive but thrive. We do it because we believe in localism—but it is also very good business.

As Legend has purchased stations since 1998, we relied on the existing rules whereby we were allowed to own multiple stations in a given market. This ability to own a cluster of stations, and even more importantly, the ability to operate these stations out of one main studio facility, have been important factors in our ability to maintain quality live and local programming. We purchased our stations based on a financial model that was based on clusters operating out of one main studio. We invested our personal equity, but we also borrowed funds, based on this financial model. But, because we could consolidate expenses and operate from one facility with multiple stations, we have been far better able financially to afford the vibrant news, sports and community presence that we have maintained for many years now.

Our station signals in Wyoming cover wide geographic areas and we already know that our listeners are spread out in many communities. To serve them and keep them as our audience we already realize that we must address issues in some of these outlying smaller communities as well as the larger towns in our signal contours. However, many of our actual cities of license are communities of a few hundred or thousand people. The cost of reinstituting main studios there would be prohibitive and would significantly reduce our ability to serve our larger area of service and would certainly not result in those few people getting better local coverage than they are now. In fact, the cost would likely mean diminished service for all.

Additionally, two of our stations already on the air, as well as our two Construction Permits, were purchased by Legend during FCC auctions. The FCC set the minimum bids for these CP's and we bid prices that were based on the assumption that clusters could operate out of one main studio facility. The FCC has benefited from those auctions financially and to change the rules now after we purchased stations and CP's under a totally different set of assumptions is just patently unfair.

In order to comply with a main studio for each of our cities of license, Legend would need nine separate main studios. We now have four. This would cost our small company hundreds of thousands of dollars just in equipment alone, not to mention ongoing rental costs and personnel to staff these studios. It would be financially devastating to us and would essentially destroy most of the value we have built in our stations to date.

Legend Communications of Wyoming is just one example of the many, many broadcasters out there who do a great job of serving our communities already. We are there providing what they need and want. We are there in bad weather and good. Our communities rely on us and we want to serve them. But the proposed rule changes would have the opposite effect and would, in fact, be devastating. These rules would undue virtually every good change that we have been able to bring to the stations since we purchased them. I cannot imagine that rules such as these that would cause tremendous financial burden are the appropriate way to ensure that broadcasters do their job.

Frankly, these regulations will end up punishing the vast majority of broadcasters that are already accomplishing the local content and presence that you seem to be seeking. The new rules will make it even more difficult for us to serve our communities in the very best way. I am certain that this is not your desired intent.

I have attached a number of letters from leaders in our Wyoming communities. These are just a small sample of what we do for our communities and our interaction with them.

Sincerely,

A handwritten signature in cursive script that reads "Susan K. Patrick". The signature is written in black ink and is positioned above the printed name and title.

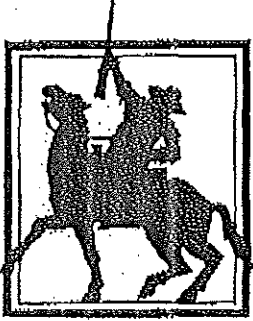
Susan K. Patrick

Co-owner

Legend Communications of Wyoming, LLC

LEGEND COMMUNICATIONS

6805 DOUGLAS LEGUM DRIVE, SUITE 100
ELKRIDGE, MD 21075
(410) 799-1740, (410) 799-1705 FAX



CITY OF CODY
WYOMING

March 25, 2008

Roger Sedam
MAYOR

Nancy Tia Brown
Samuel P. Krone
Clifford C. Main
Steve Miller
Paul E. Rankin
Jona Vanata
COUNCIL MEMBERS

Scott E. Kolpitzke
CITY ATTORNEY

C. Edward Webster II
MUNICIPAL JUDGE

Andy Whiteman
CITY ADMINISTRATOR

1338 Rumsey Avenue
P.O. Box 2200
Cody, Wyoming 82414

(307) 527-7511
FAX (307) 527-6532

To Whom It May Concern:

I want to take this opportunity to thank the Bighorn Radio Network not only for its great support, but for what has basically become a rewarding partnership between the station and the Cody community.

The people of Cody have come to depend on the Network for information on such things as road closures, weather events, Yellowstone Park advisories and local power outages. In *Cody Country*, the updates Cody residents and visitors acquire through the network are an essential part of living in this area.

Through station programs like *Speak Your Piece* and *Partyline*; the people of Cody are kept up to date, well-versed and on top of all local and national news events. They are also able to express their opinions and have discussions with others regarding local controversies, as well as learn about upcoming events that concern the community.

Once again, thank you for the vital role you play, for your listening audience, in the Big Horn Basin.

Sincerely,

Mayor Roger Sedam
City of Cody

RS/pf



Dave Freudenthal, Governor

John F. Cox, Director

Department of Transportation

From the Office of the District Engineer

P.O. BOX 481 BASIN, WYOMING 82410
Phone 1(307)588-3400 FAX 1(307)588-9318

March 27, 2008

To Whom It May Concern:

This is a letter of thanks to the Big Horn Radio Network for providing Big Horn Basin communities with coverage of local news, information on road closures, local weather and weather alerts, advisories concerning highways and conditions in Yellowstone National Park, and information about power outages.

Wyoming Department of Transportation officials and people from other local, state and government agencies also appear on "Partyline" and "Speak Your Piece" programs which air daily on Big Horn Radio Network stations. This public service and public comment is invaluable to healthy discourse of issues in our society.

Again, thanks for being a leader in providing public service to the communities in the Big Horn Basin.

Respectfully,

A handwritten signature in black ink, appearing to read "Cody Beers".

Cody Beers

WYDOT Public Involvement Specialist, Riverton



WYOMING GAME AND FISH DEPARTMENT

5400 Bishop Blvd. Cheyenne, WY 82006

Phone: (307) 777-4600 Fax: (307) 777-4610

Web site: <http://gf.state.wy.us>

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RON LOVERCHECK
ED MIGNERY
BILL WILLIAMS, DVM

March 19, 2008

Big Horn Radio Network
P.O. Box 1210
Cody, WY 82414

To Whom It May Concern:

I am writing this letter to thank you for providing coverage of several very important wildlife issues this past year. As you recall, we discovered chronic wasting disease and bluetongue in several deer and antelope areas in the Bighorn Basin this past fall. Your willingness to assist in providing your listeners with this information allowed us to establish sampling stations and lab analysis in a timely fashion.

I would also like to thank you for the opportunities to participate in your Party Line program. Through this medium, we have provided our community with up to date information on the Absaroka Elk Ecology Project, changes to our 2008-09 fishing regulations, and our Staying Safe in Bear, Lion, and Wolf Country seminars.

I appreciate your interest in Wyoming's wildlife and I look forward to working with you in the future.

Sincerely,

Dennie Hammer
Cody Information Specialist

DH/dh



Buffalo Chamber of Commerce

55 North Main Street • Buffalo, Wyoming 82834

March 19, 2008

Smokey Wildeman
Big Horn Mountain Radio Network
KLGT KZZS KBBS
1221 Forts St.
Buffalo, WY 82834


Dear Mr. Wildeman;

The Buffalo Chamber of Commerce would like to thank Big Horn Mountain Radio Network for its continuous support.

The chamber works hard to promote our local member businesses, to organize events that keep shoppers in our region and to encourage visitation from neighboring communities. Big Horn Mountain Radio Network has generously donated countless minutes of air time to the chamber to help promote events and chamber members. Without that donation, the events would not be nearly as successful as they have been over the years.

Thank you again for your support.

Sincerely,



Margaret R. W. Dunfee
Executive Director



**NORTHERN WYOMING
MENTAL HEALTH CENTER, INC.**

521 W. Lott
Buffalo, WY 82834
Phone: (307) 684-5531
Fax: (307) 684-2912

March 19, 2008

To: The Big Horn Mountain Radio Network

To Whom It May Concern:

Since October of 2006 your employees, Megan Washut and Smokey Wildeman, have been identified as key coalition members for the Johnson County Substance Abuse Prevention Board (SAPB). This community-driven, grant-funded coalition aims to promote a lifestyle without the misuse of alcohol and other drugs in Johnson County, WY. They have often dedicated personal time to attend lunch meetings as well as trainings to support this community effort to include Megan's attendance at a recent multi-day positive norms training out of town. Their willingness to assist and guide the coalition and community with media coverage has been notable as well. It is both a pleasure and honor to be able to acknowledge their participation and community support in a written format; their contribution is invaluable.

Sincerely,
Sydney M. Rowe, Chair Person
Johnson County Substance Abuse Prevention Board

JOHNSON COUNTY COMMISSIONERS



Gerald E. Fink

Delbert Eitel

Smokey Wildeman

Bighorn Mountain Radio Network
Smokey Wildeman, General Manager
1221 Fort Street
BUFFALO WY 82834

Re: Public Service

Dear Mr. Wildeman,

On behalf of Johnson County, I would like to take this opportunity to thank the radio network for all they do in notifying our county residents. To list a few:

1. Board of Commissioners Meeting dates – both regular and special;
2. Closure of the courthouse;
3. Vehicle licensing reminders;
4. Tax paying deadlines;
5. Weather conditions affecting the county – school bus delays, delays caused by county road and bridge work;
6. Meeting dates for all County Boards.

All of the above radio announcements are done without cost to the County. What a benefit to our taxpayers.

Sincerely,

A handwritten signature in cursive script that reads "Peggy J. Sullivan".

Peggy J. Sullivan
Commissioners Assistant

03/20/2008 THU 7:38 FAX 307 686 1593 City Of Gillette

002/002



CITY OF GILLETTE

P.O. BOX 3003 • Gillette, Wyoming 82717-3003

Phone (307) 686-5200

<http://www.ci.gillette.wy.us>

March 19, 2008

Mr. Don Clonch
Basin Radio Network
P.O. Box 1179
Gillette, WY 82717

Re: Radio Station Effectiveness in Support of Community Efforts

Dear Mr. Clonch:

Please accept this letter as a formal expression of the City's appreciation for Basin Radio Network's support of the City's efforts in a variety of areas over the course of the last few years.

Specifically, the City would like to express its appreciation for the support it has received from the radio station in the following areas:

- (1) Promotion of the City's important water conservation efforts during the last two years.
- (2) An extremely quick response to last year's water emergency related to the failure of a major water transmission line during a peak usage period.
- (3) Efforts to educate the public in relation to high profile construction activities and the impact of the same on traffic.

Additionally, City staff has communicated to me that their interaction with staff at the radio station is always positive and the general attitude when such interaction occurs is always helpful in nature. Based on this feedback and on my own personal experience as a local elected official, I simply wish to express that it is a pleasure working with media representatives that clearly see one of their responsibilities as working with government to communicate needed information to the public that both entities serve.

In closing, I simply wish to express my appreciation for our positive working relationship. If I can be of any assistance in the future, please do not hesitate to contact me at 686-5203.

Sincerely,

Diana Evenson

Mayor

Service with P.R.I.D.E.

Productivity / Responsibility / Integrity / Dedication / Enthusiasm



THE YELLOWSTONE PARK FOUNDATION

March 20, 2008

Mr. W. Lawrence Patrick
Managing Partner
Patrick Communications
6805 Douglas Legum Drive, Suite 100
Elkridge, MD 21075

Dear Larry:

We were surprised and thrilled to receive the CD of Yellowstone Park Foundation PSAs produced by your radio station group in Wyoming.

It is obvious that an enormous amount of time went in to the writing and production of these spots. All of us at the Foundation are very grateful to you, Roger, and his staff for this wonderful gift.

As you know, Larry, our marketing budget is very small. Your support allows us to direct more funds to important projects and programs in Yellowstone National Park.

Warm regards,

A handwritten signature in cursive script that reads "Paul".

Paul A. Zambernardi
Executive Director

cc: Mr. Roger Gelder